

BASIC VALUATION MULTIPLES

3-4x Adjusted EBITDA¹

2-3x SDE²

50% of Annual Sales includes Inventory



KEY VALUATION FACTORS

BUYER CONCERNS

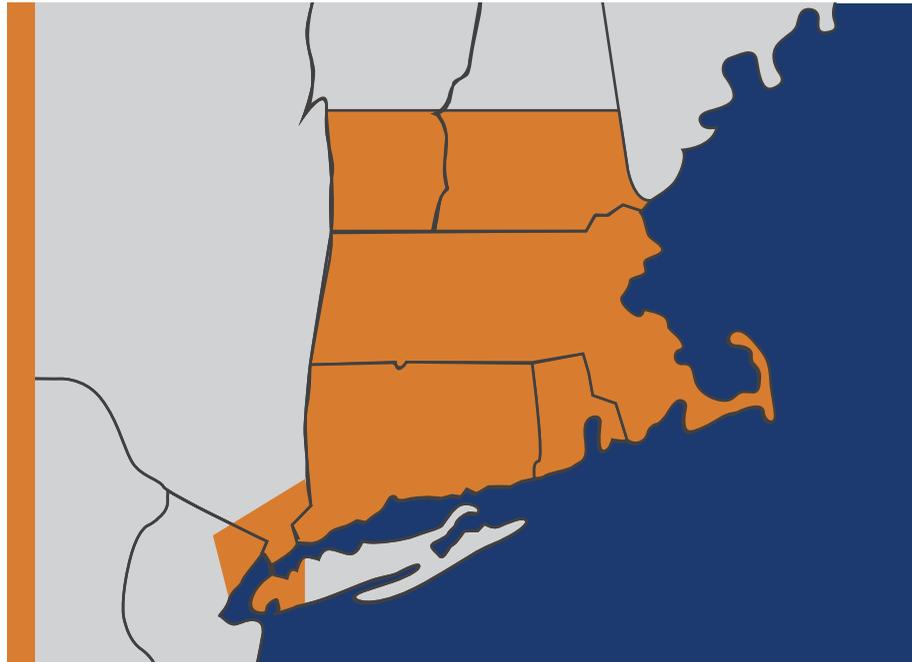
IMPACT ON SALE

CASH FLOW	Current accounts receivables and recurring revenues improve profits and financial stability.	<ul style="list-style-type: none"> • Monthly and annual service agreements increase multiples • Strong recurring revenues offset concerns of customer loss • Lack of dedicated accounting staff decreases multiples
CUSTOMER CONCENTRATION	Revenues rely on a few customers and key relationships are dependent on owner.	<ul style="list-style-type: none"> • Higher multiples when no customer accounts for more than 10% of sales • Deferred payment terms and fewer buyers • Long-term contracts offset concerns of customer loss
CREDENTIALS	Certifications held and organization memberships demonstrate credibility.	<ul style="list-style-type: none"> • Employees with certifications increases multiples • Membership to industry organizations increase multiples • Lack of credentials lowers multiples
MANAGEMENT	Quality of management team and systems.	<ul style="list-style-type: none"> • Well-rounded management increases multiples • Overdependence on owners lowers multiples • Good financial management and information systems increase multiples
OTHER IMPORTANT CONSIDERATIONS	<p>Capital Expenditure</p> <p>Software & Technology</p> <p>Reputation</p>	<p>Products & Services Offered</p> <p>Local/Regional Market Share</p> <p>Customer Service</p>

These are only a few variables and do not constitute a complete valuation. Contact us for a no charge, no obligation **Opinion of Value** that defines our view on the current business valuation and the terms under which it would be sold.

COMPANY OVERVIEW

VR Business Sales New Haven represents owners of businesses valued between \$500,000 and \$25 million or with annual revenues from \$1 million to \$25 million. Operating within a wide range of industry segments, the office provides exceptional merger and acquisition advisory services to companies operating within a wide range of industry segments in Connecticut, Southern New England and Metro NY. Independently owned and operated.



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Jeff has over thirty years of business experience including positions in engineering, manufacturing, marketing, business startup and acquisition. He owned and operated an import/export firm as well as a manufacturing company. Jeff offers a wealth of practical experience when advising clients on selling or buying a business and brings a level of professionalism to the process that makes him one of the best recognized and most admired business intermediaries in Connecticut. Jeff is one of the few business brokers in New England that has secured the prestigious designations of Certified Business Intermediary (CBI) from the International Business Brokers Association (IBBA) and a Mergers & Acquisition Master Intermediary (M&AMI) from M&A Source. He is also a member of the Board of Directors for M&A Source.

